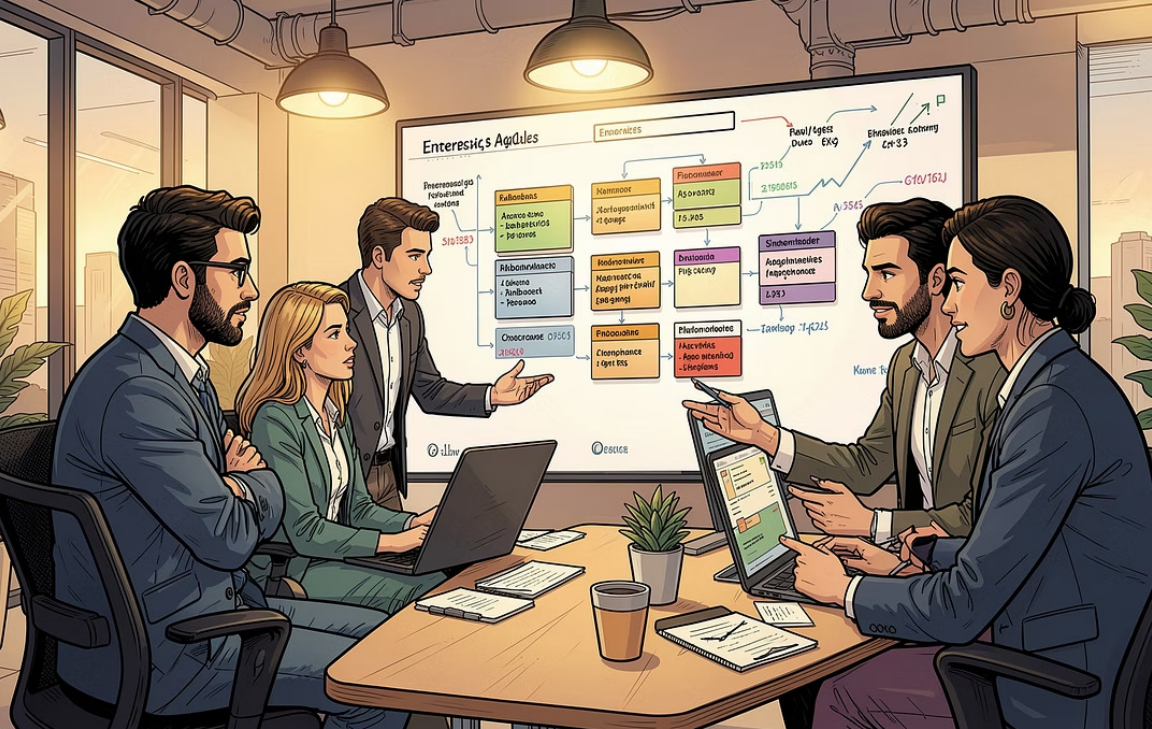


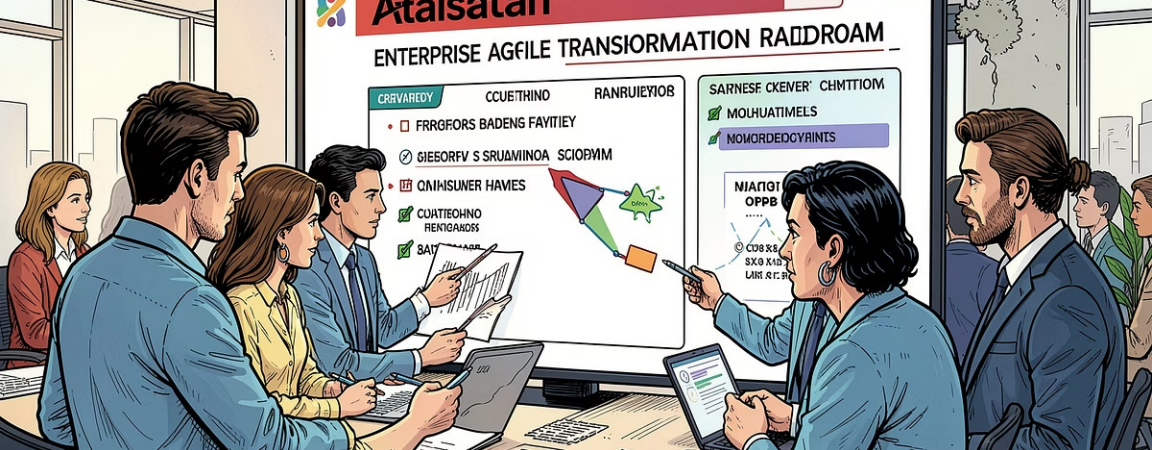


ATLASSIAN PLATINUM & ENTERPRISE SOLUTION PARTNER

Atlassian Solution Partner

How enterprises build agile practices that actually work — not just look good on a dashboard.

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Atlassian Platinum Solution Partner

How enterprises build agile practices that actually work

30+

Years of Atlassian agile consulting

1,000+

Organizations served across the USA

80+

Atlassian-certified consultants on staff

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THE PROBLEM

Why Most Agile Transformations Stall Before Month 6

The failure pattern is consistent — and entirely avoidable

The wrong starting point

Teams buy Jira and configure it before mapping a single workflow. Boards go stale within 90 days.

74% of Jira boards have less than 60% accuracy after 6 months

Tools configured for reporting, not delivery

Every custom field is designed for executive visibility. Developers click through 6 steps to update a ticket. They stop.

Teams spend an average of 3.5 hrs/week on manual Jira updates

Post-launch abandonment

The implementation partner delivers, invoices, and disappears. Day 91 — when adoption either compounds or collapses — the team is on their own.

90% of adoption failures happen in the first 90 days post-launch

5 Things Enterprises Get Wrong About Atlassian Agile

Based on 1,000+ implementations across USA enterprises

01

Configuring Jira for management, not developers

Boards built to satisfy dashboards. Developers click 6 steps per ticket. They stop trusting the board.

02

Treating Jira Align as a reporting tool

Jira Align is a planning system, not a dashboard. PI planning should happen in the tool — not in slides exported to it afterward.

03

Skipping the discovery phase entirely

Configuration starts before anyone maps how work actually flows. Every decision is a guess. Every guess costs rework.

04

Underinvesting in Confluence as a knowledge layer

Confluence is the knowledge layer. Without it, decisions live in Slack threads and people's heads — until they leave.

05

Ignoring AI features already included in their plan

Rovo virtual agents, sprint AI, knowledge surfacing — already included in Premium & Enterprise. Most orgs are paying for it and not using it.

Jira Align: Why It Fails — and What Good Looks Like

The most misunderstood tool in the Atlassian stack

❌ The Wrong Way

- Feed Jira data into Jira Align for executive dashboards
- PI planning done in PowerPoint, then copied in afterward
- No delivery teams use Jira Align directly
- Result: expensive reporting layer on top of spreadsheets

✓ The Right Way

- PI planning happens inside Jira Align — not alongside it
- Objectives, features, and stories connected in real time
- Teams update program boards directly each sprint
- Result: single source of truth from team to portfolio

Empyra has delivered Jira Align implementations for enterprises with up to 50+ delivery teams across the USA. The configuration is the easy part — the planning culture change is where the work is.

The AI Layer Most Teams Are Paying For But Not Using

Rovo and Atlassian Intelligence — included in Premium & Enterprise plans

Virtual Service Agent

Embedded in Slack and Teams. Handles password resets, software requests, and IT questions without a human agent.

30–40% · ticket deflection rate

Rovo Ops Agent

Correlates alerts into a single incident view, identifies root cause, and takes automated remediation steps.

~60% · faster MTTR when activated

Sprint Planning AI

Surfaces backlog items ready for the next sprint. Writes sprint goals. Generates sprint summaries in 30 seconds.

3 hrs · saved per sprint on reporting

Confluence Intelligence

When a Jira issue or JSM ticket is created, Confluence AI surfaces the most relevant pages, runbooks, and past decisions automatically.

8x · faster knowledge retrieval

How Empyra Runs an Atlassian Consulting Engagement

Four phases. No handoffs to junior consultants. Discovery before configuration — always.

1

Phase 01 — Discover · 2–4 weeks

Observe real team workflows. Map every handoff point and bottleneck. Interview developers, not managers. Define what "done" actually means.

2

Phase 02 — Design · 1–2 weeks

Blueprint Jira + Confluence configuration. Define SLAs, automation rules, and board structure. Agree on KPIs before a single setting is touched.

3

Phase 03 — Deploy · 4–8 weeks

Hands-on configuration by certified consultants. Team shadowing and live workflow adjustments. Rovo and Atlassian Intelligence activated.

4

Phase 04 — Optimize · Ongoing

90-day post-launch support included. Quarterly platform health checks. License and tier management. Adoption tracked against agreed KPIs.

CREDENTIALS

Empyra — Atlassian Solution Consulting Credentials

30+

Years of Atlassian consulting experience

80+

Atlassian-certified consultants on staff

1,000+

Organizations served globally

2

Tiers — Platinum + Enterprise Solution Partner

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Rakuten · Victoria's Secret · Houston Community College · UC Office of the President · Sally Beauty

Industries served

Technology

Financial Services

Healthcare

Education

Government

Retail

Manufacturing

Made with **GAMMA**

Ready to build agile that actually sticks?

Every engagement starts with a discovery phase. No configuration before we understand your workflows.

Agile Health Check

A one-week audit of your current Jira and agile practice. We identify the three highest-leverage changes you can make.

Jira Align Scoping

For enterprises evaluating Jira Align for portfolio planning. We define the scope, timeline, and what good looks like for your org.

Full Implementation

Discovery through optimization. Every phase delivered by certified Atlassian consultants — no handoffs to junior staff.

Start Your Engagement

Share this post with an enterprise IT leader who needs a stronger agile foundation.